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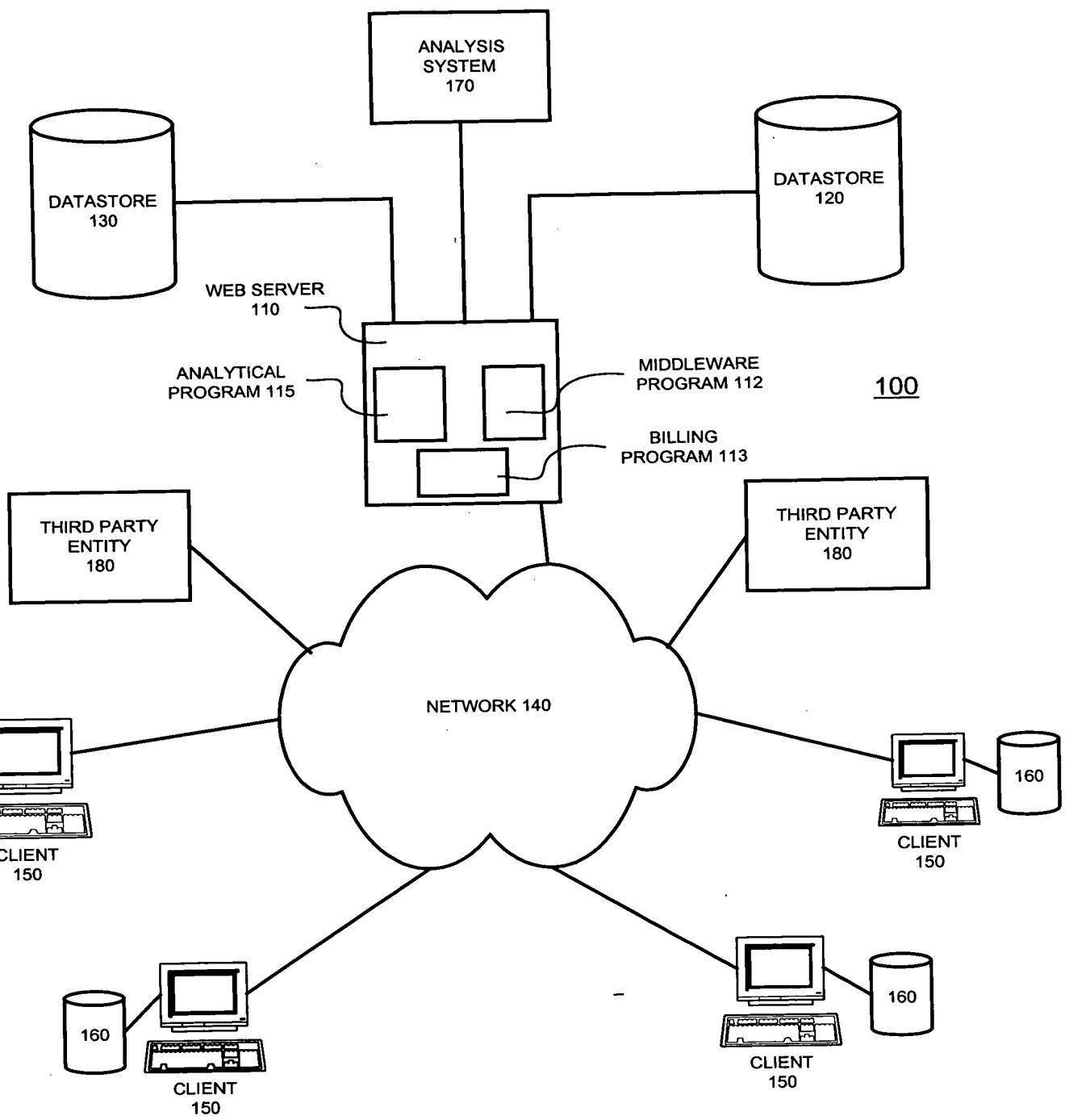
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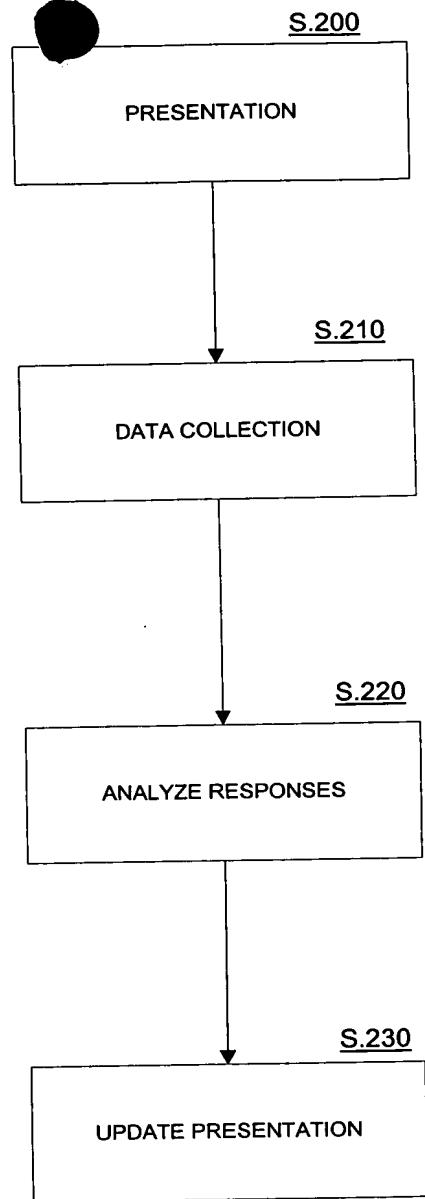
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100  
100



**FIGURE 1**



**FIGURE 2**

S.310

PROVIDE CONTENT  
DEFINE RULES

S.320

STORE CONTENT AND RULES IN  
DATA STORE

S.330

APPLY RULES

S.340

UPDATE WEB SITE

FIGURE 3

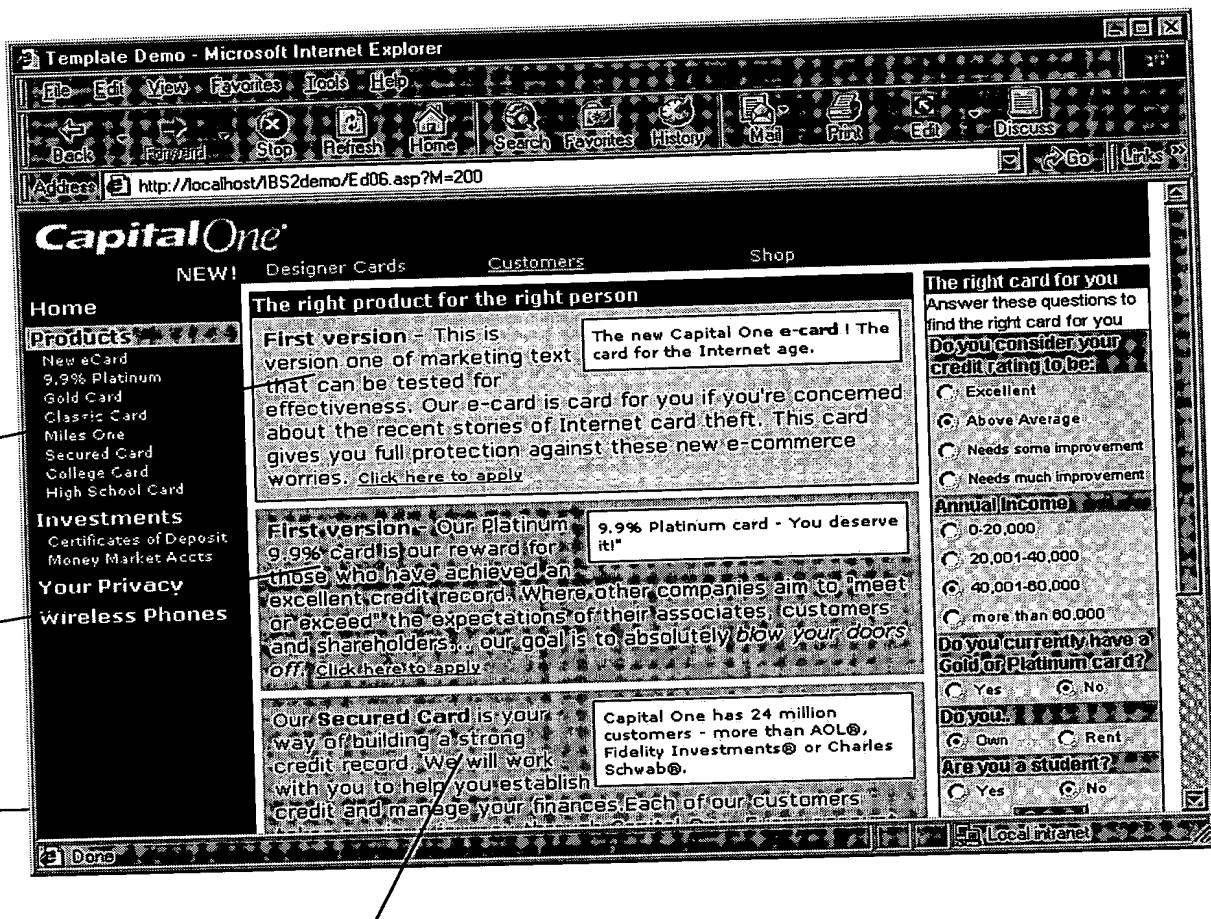
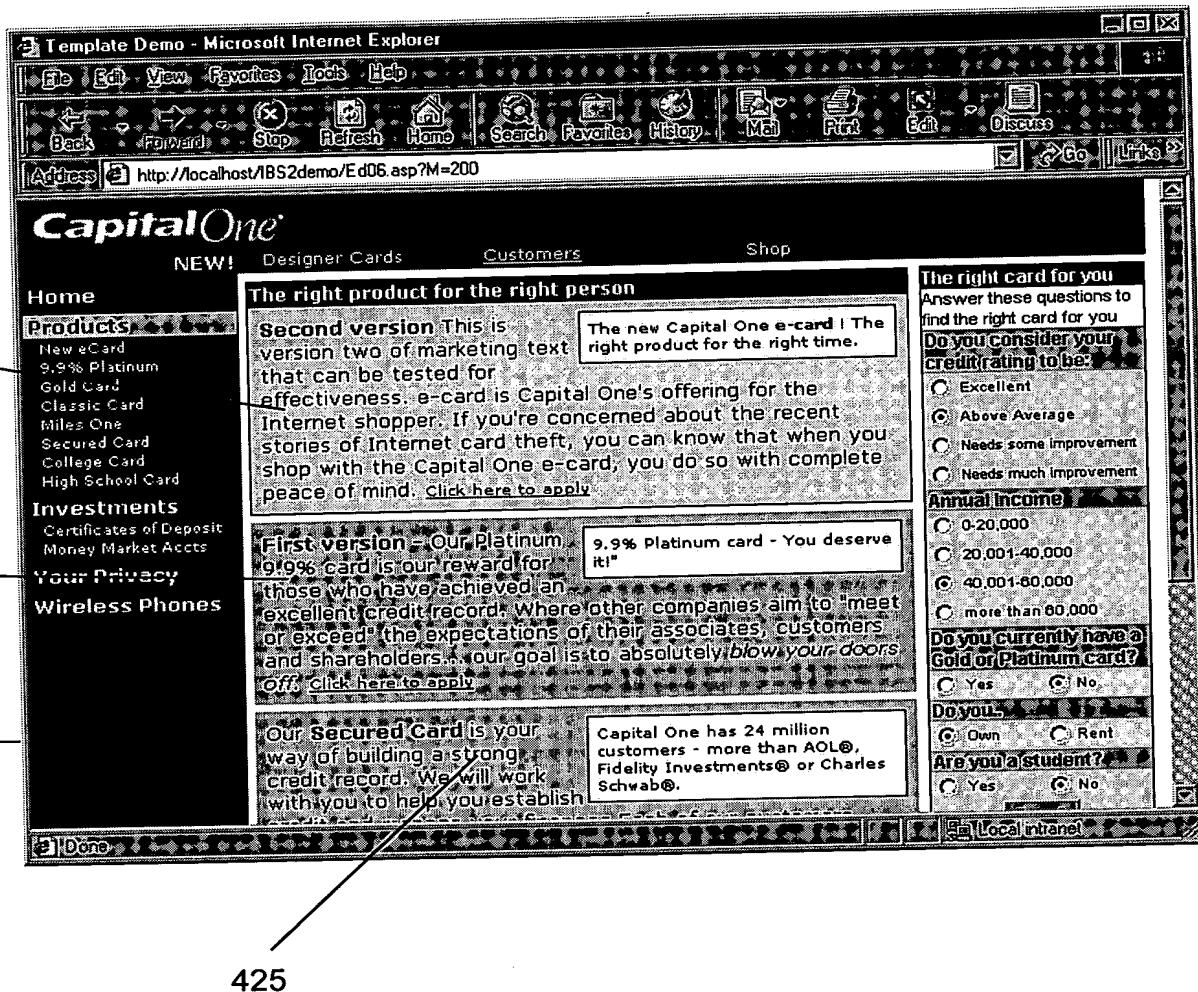


FIGURE 4A



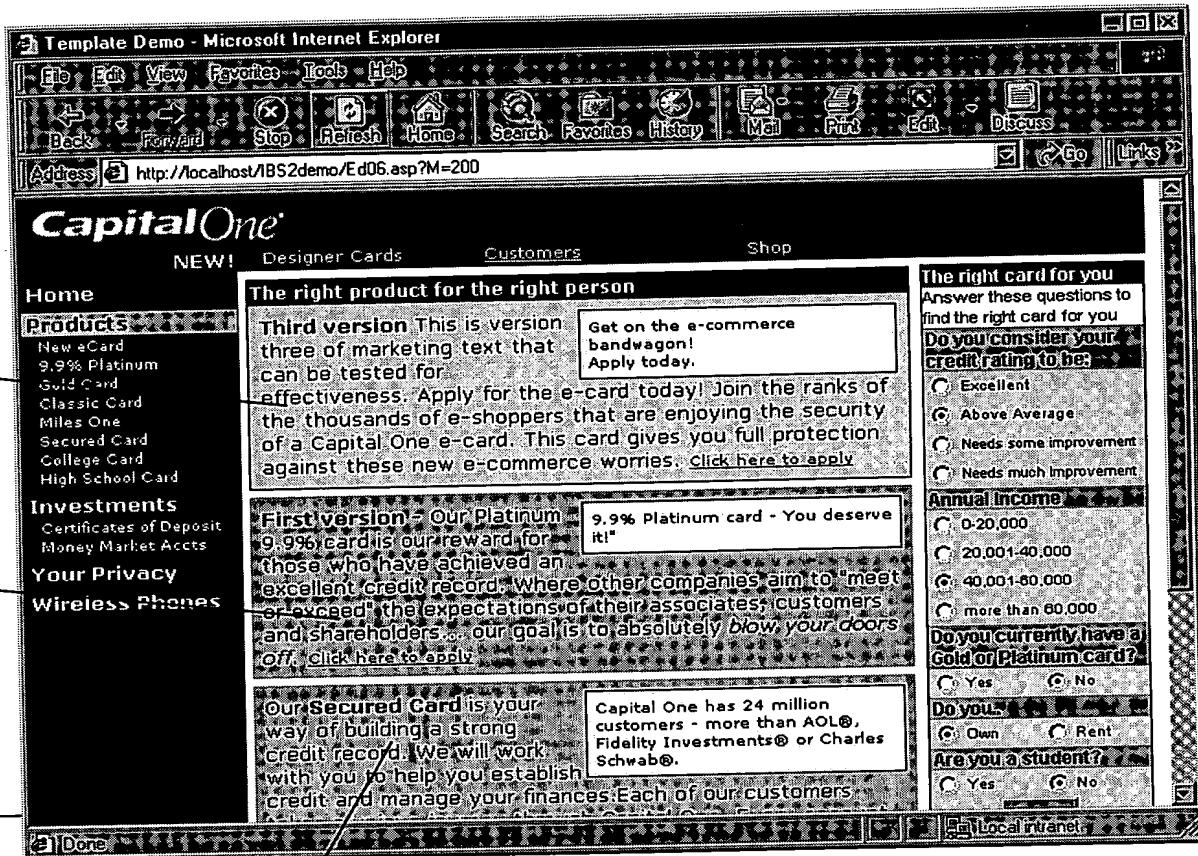
430

420

400

425

FIGURE 4B



440

420  
410 420 430 440 450 460 470 480 490 500

400

425

FIGURE 4C

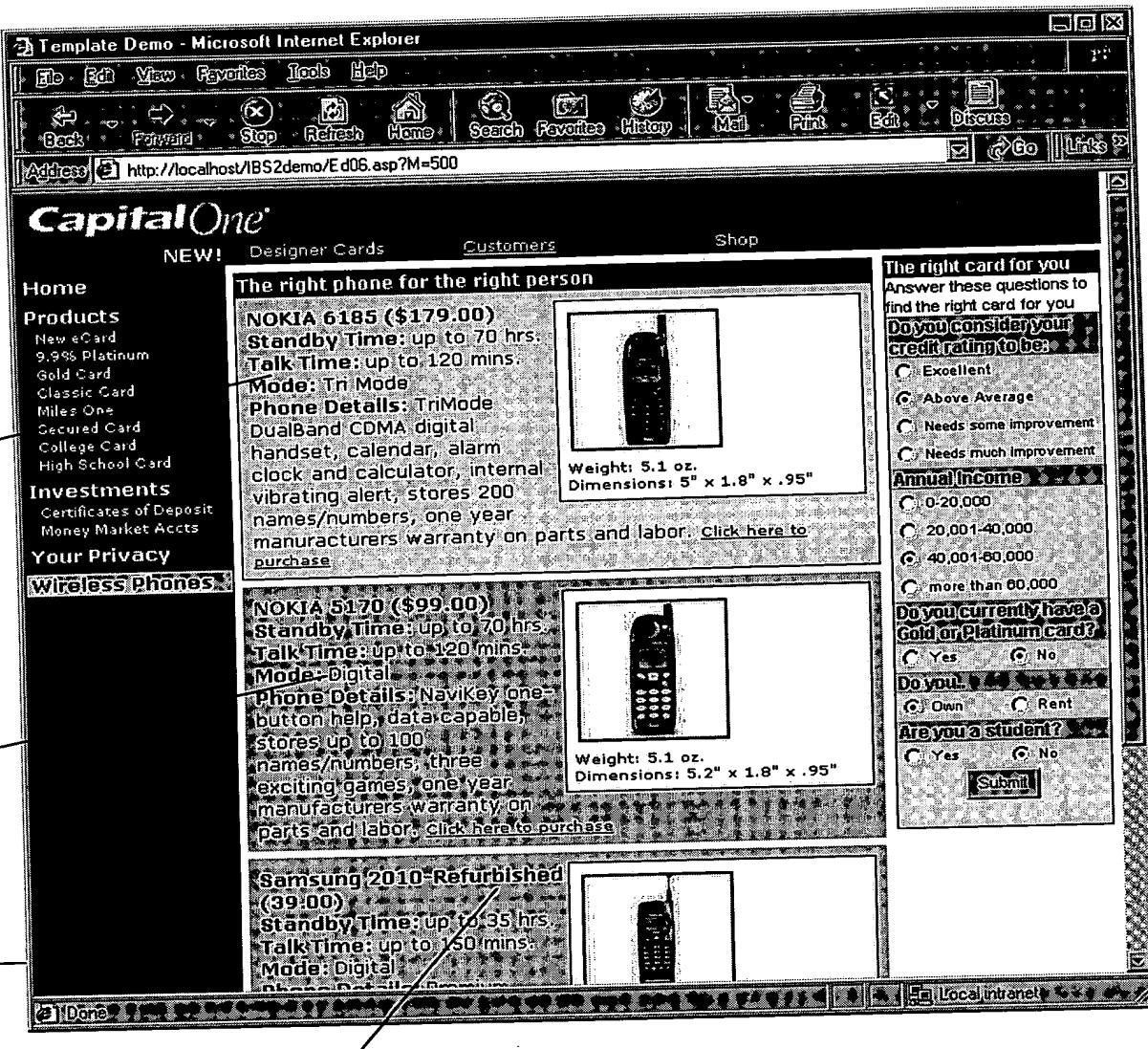
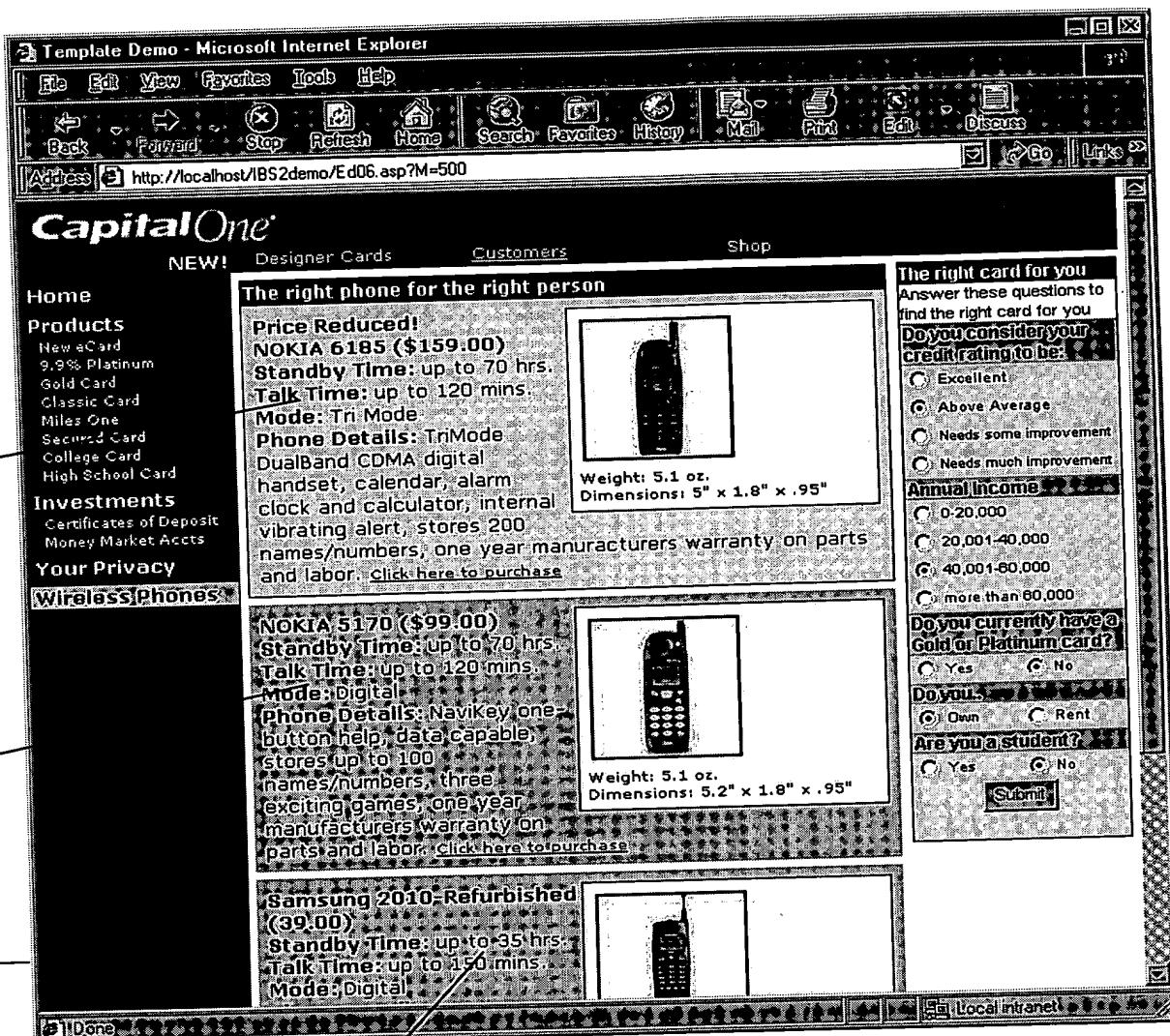


FIGURE 4D



480

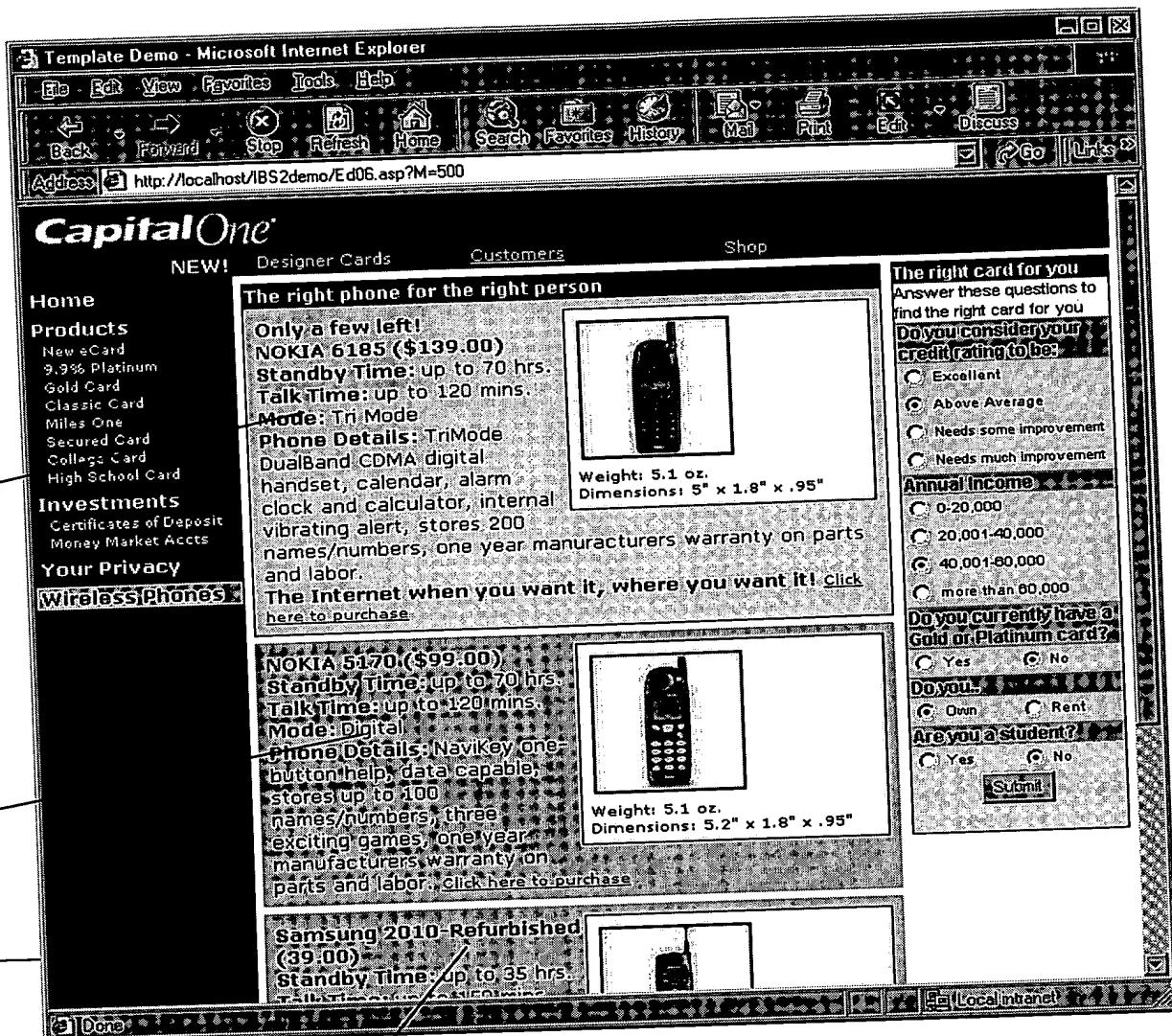
00000000000000000000000000000000

460

400

470

FIGURE 4E



490

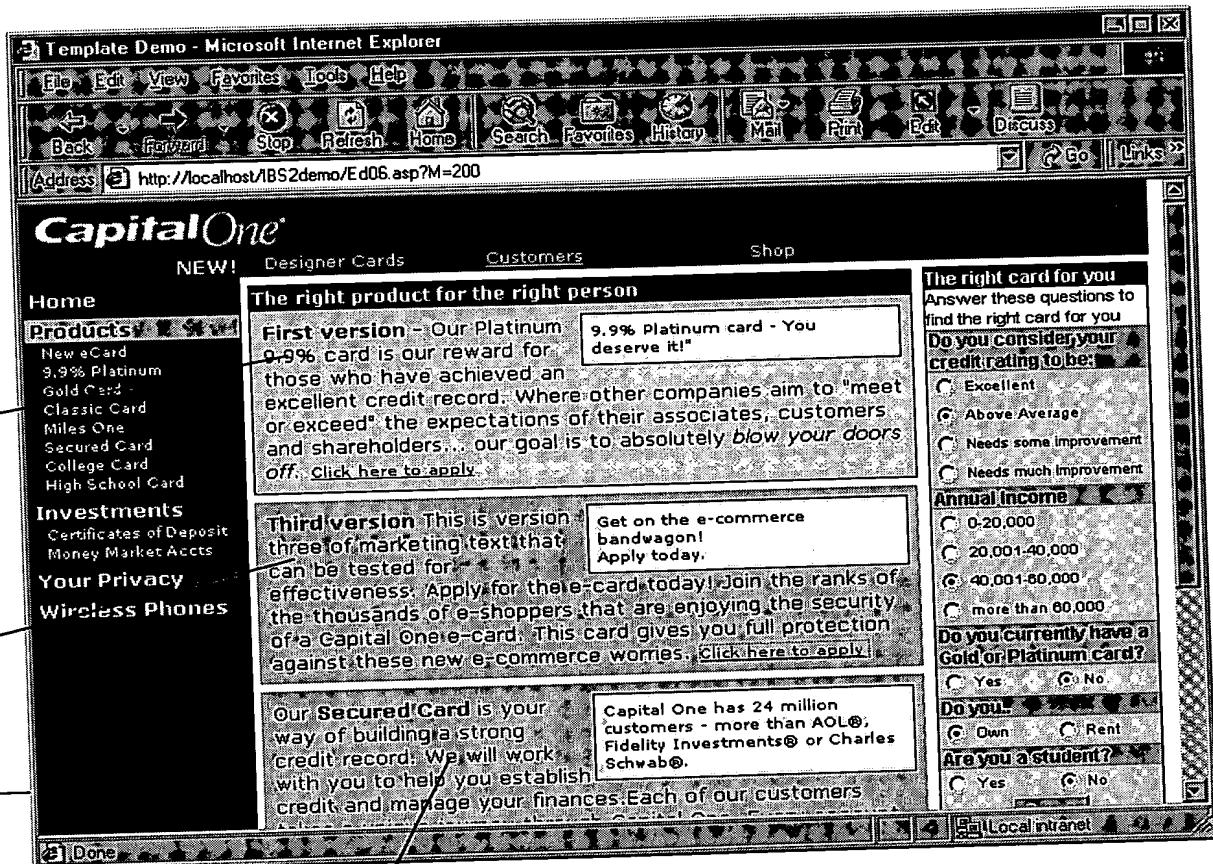
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460

400

470

FIGURE 4F



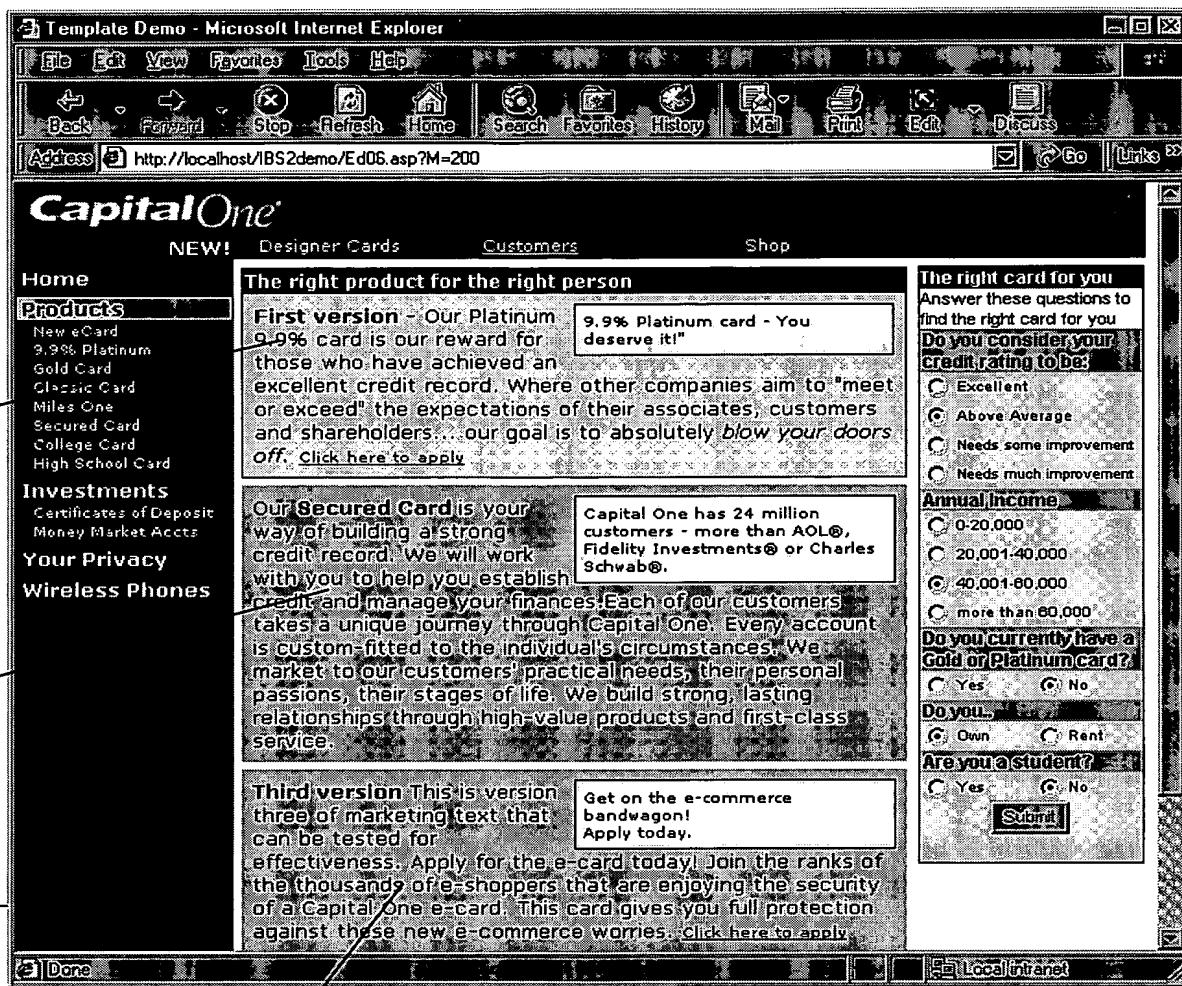
420

440

400

425

FIGURE 4G



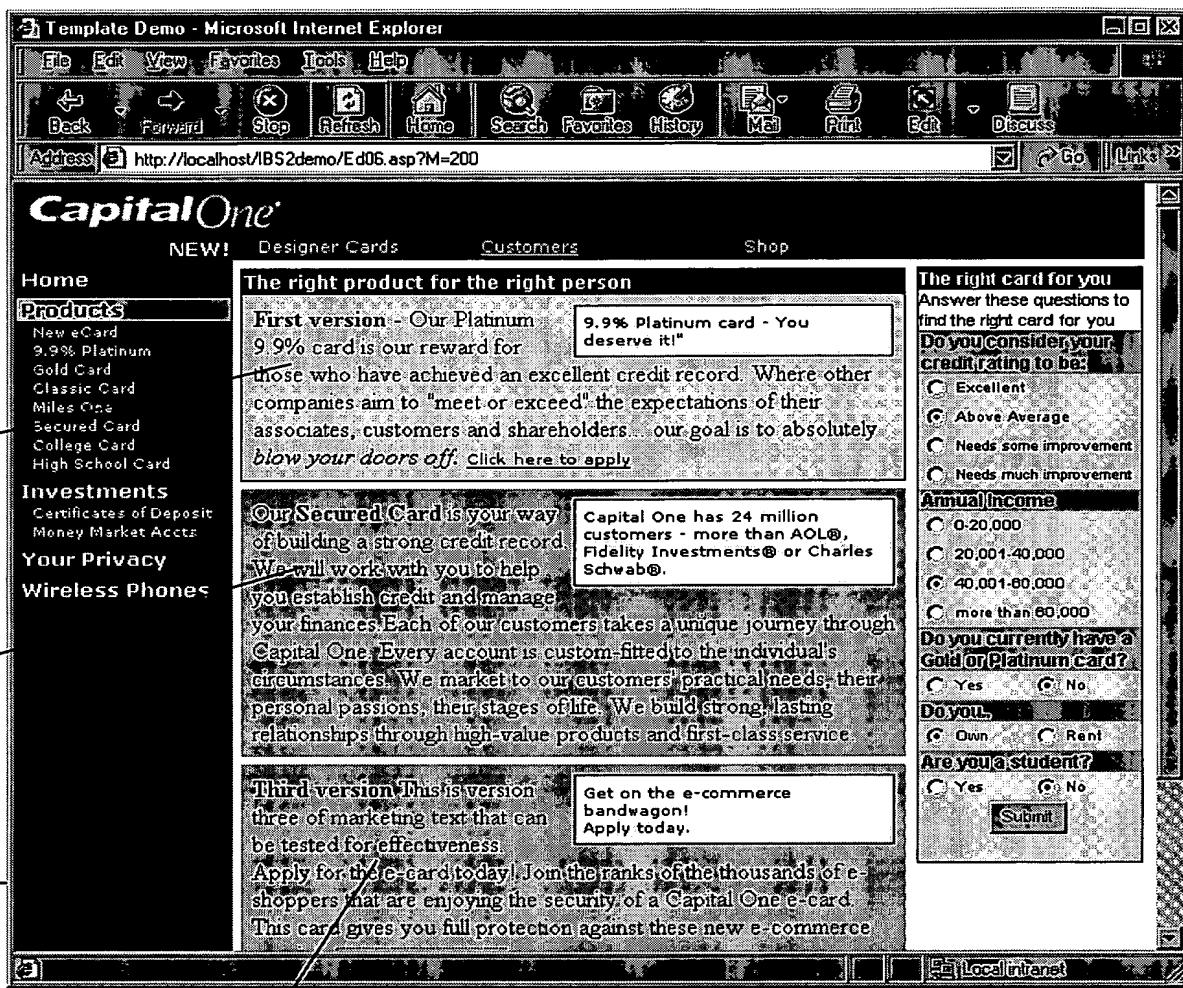
420

425

400

440

FIGURE 4H



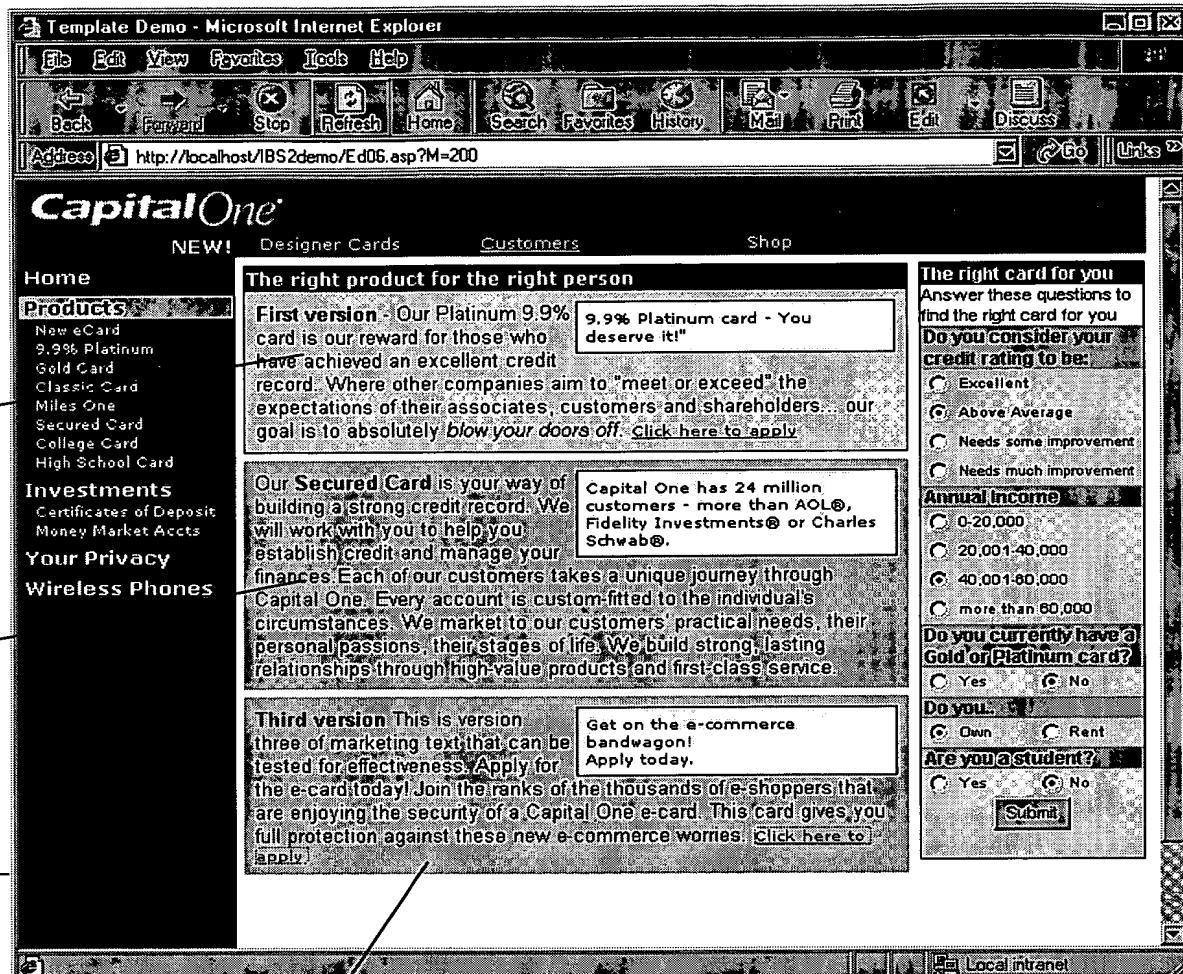
420

425

400

440

FIGURE 4I



420

400 400 400 400 400 400

425

400

440

FIGURE 4J

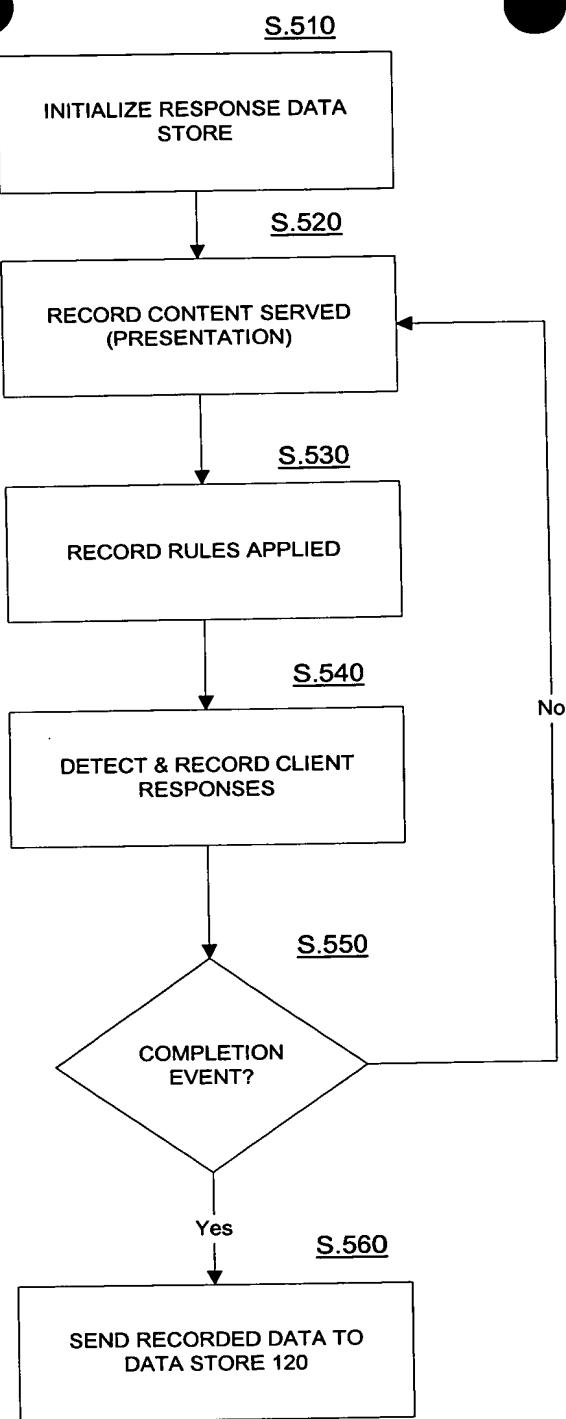


FIGURE 5

00000000000000000000000000000000

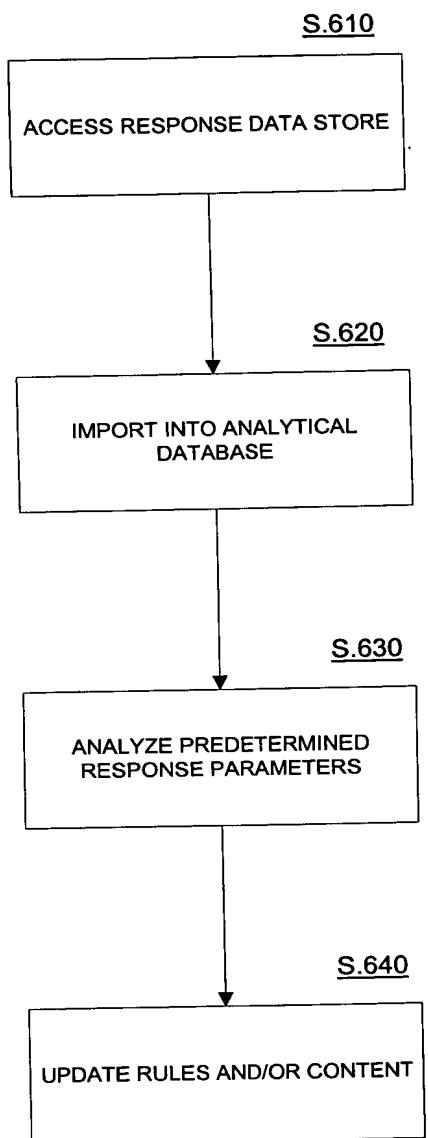


FIGURE 6

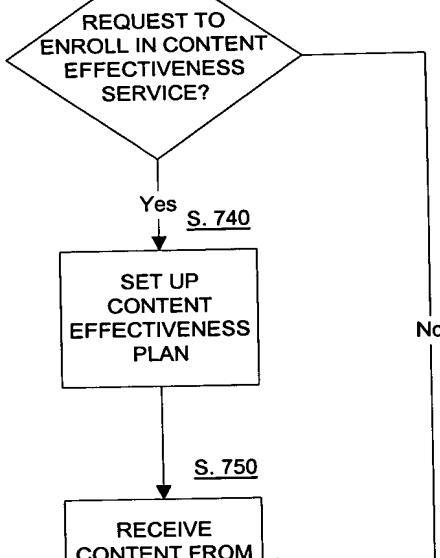
S. 710



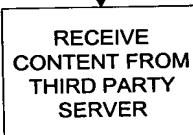
S. 720



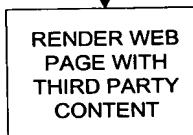
S. 730



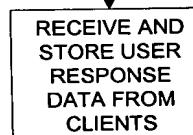
S. 750



S. 760



S. 770



**FIGURE 7**

S. 810

RETRIEVE USER  
RESPONSE  
DATA FROM  
DATA STORE 120

S. 820

DETERMINE "IN-  
VIEW"  
CHARACTERISTICS

S. 830

CREATE BILLING  
RECORD FOR  
THIRD PARTY  
CONTENT  
Rendered

S. 840

IS THIRD PARTY  
ENROLLED IN CONTENT  
EFFECTIVENESS PLAN?

Yes S. 850

CREATE CONTENT  
EFFECTIVENESS  
RECORD AND  
APPEND TO BILLING  
RECORD

No

S. 860

SEND BILLING  
RECORD TO  
THIRD PARTY  
SERVER

**FIGURE 8**

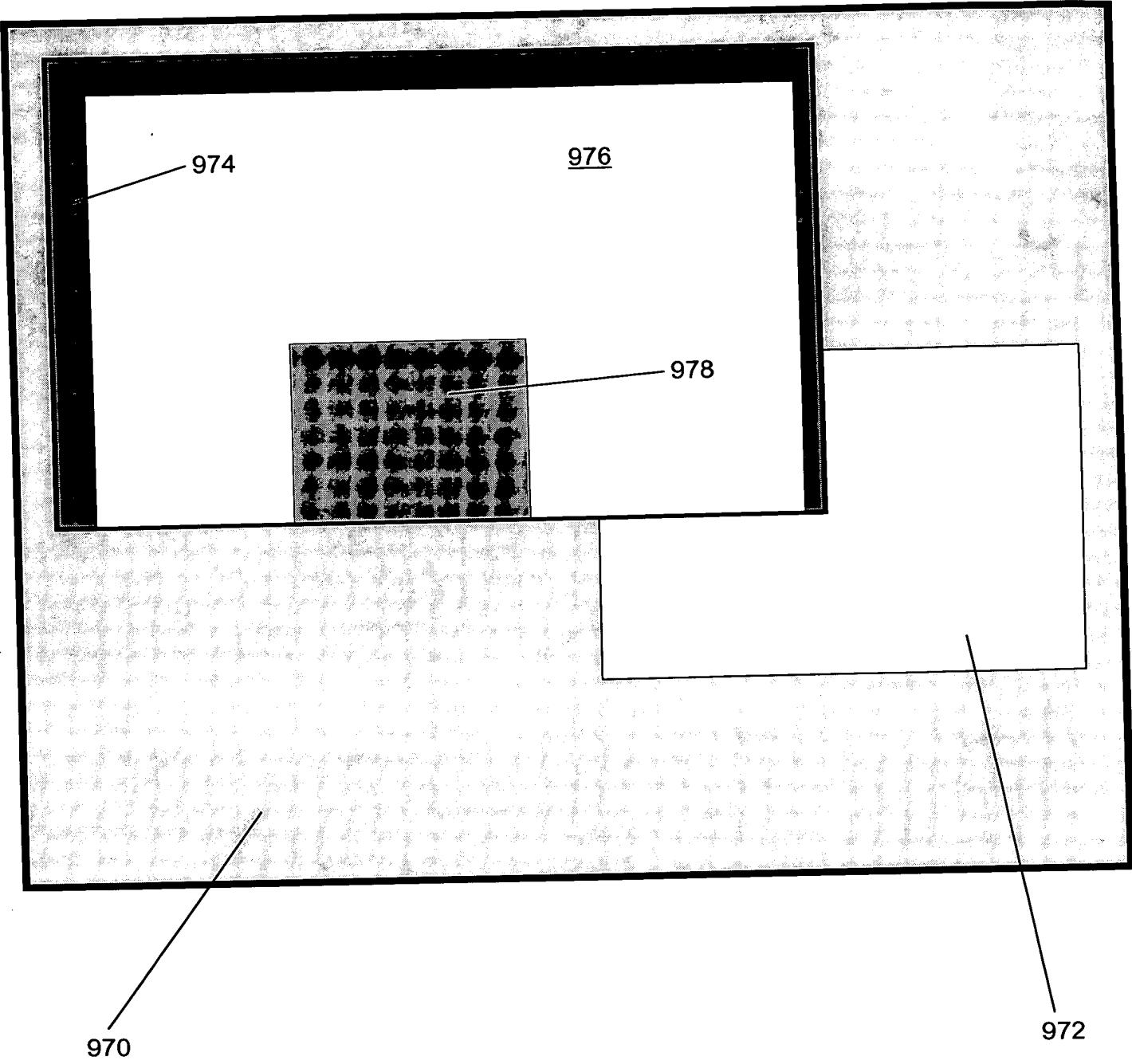


FIGURE 9A

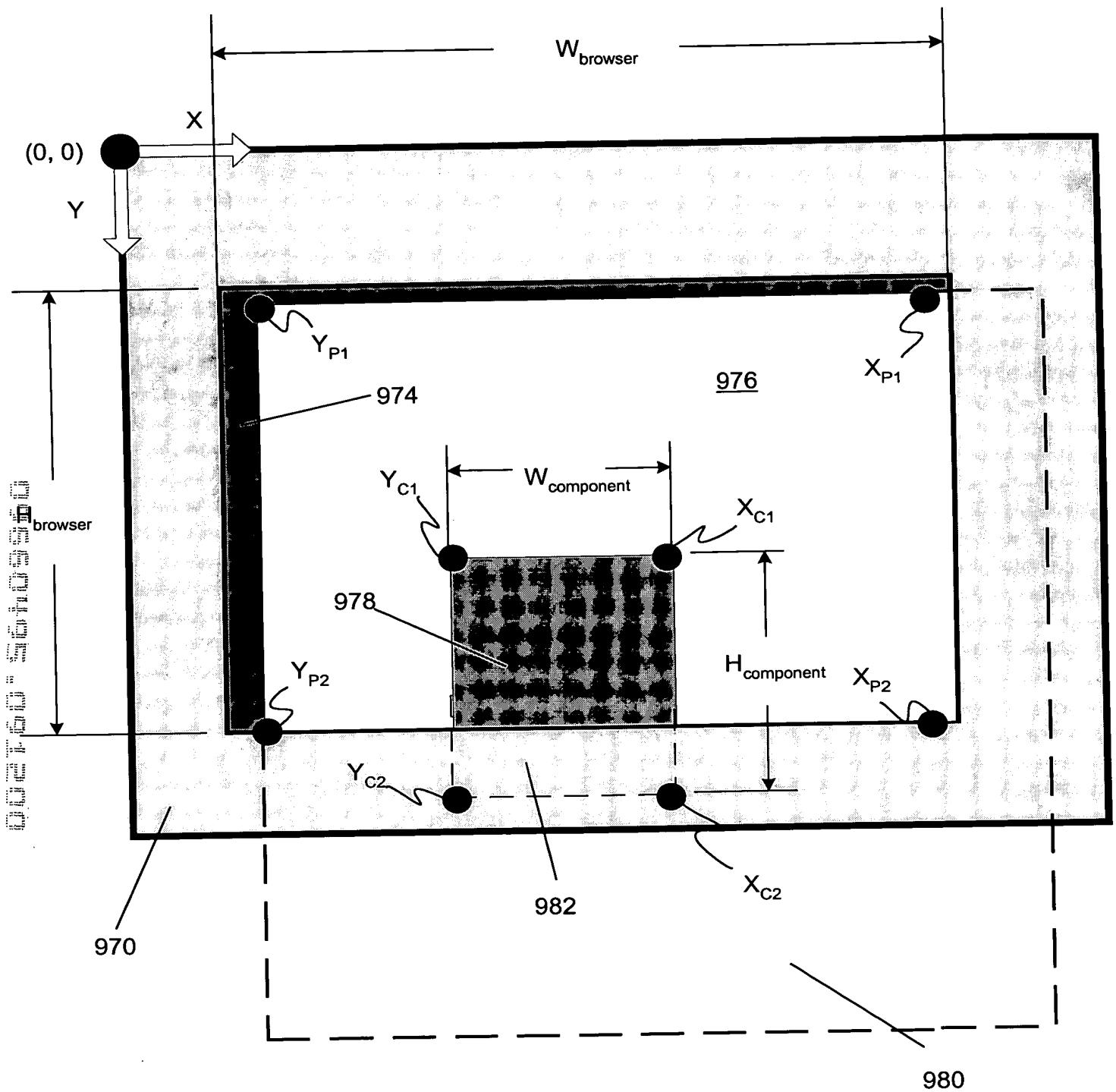


FIGURE 9B

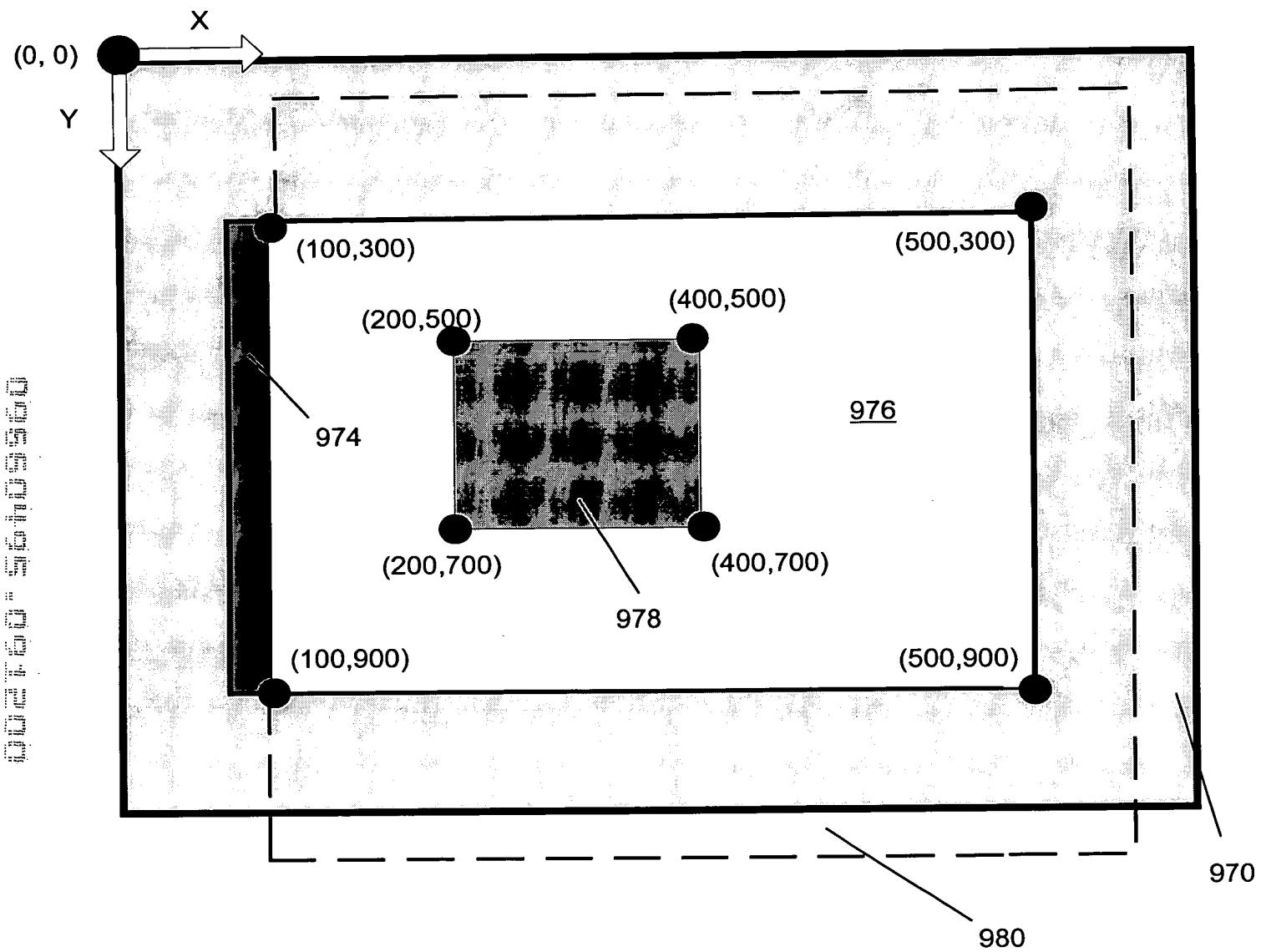


FIGURE 9C